

MEMORANDUM

TO: District of Columbia Zoning Commission

FROM: Jennifer Steingasser, Deputy Director

DATE: October 31, 2012

SUBJECT: **Supplemental Report for ZC #12-05 – Updated Design Guidelines**
1st and M Streets, SE
Zoning Commission Design Review Under the Capitol Gateway Overlay

The Office of Planning requests that the record be reopened to accept this memorandum.

On October 15th, the applicant submitted supplemental information in response to Commission and Office of Planning (OP) comments. Part of that submittal included retail tenant design guidelines. Since that time OP worked with the applicant on a minor addition to the guidelines that would encourage customized façades for each individual tenant. Please refer to Attachment 1. The applicant supports the additional proposed guideline, and OP recommends that the revised set of guidelines be reflected in the language of the Order of the case.

ATTACHMENT

1. Revised Retail Design Guidelines

JS/mrj

Attachment 1 Revised Retail Design Guidelines

Residential and Hotel Component Retail Tenant Design Guidelines

Retail tenants of the residential and hotel component ground floor will be required to submit their signage packages to the owner. The owner shall regulate the external design and appearance of the retail tenants on the residential and hotel component in a manner so as to preserve and maintain the design integrity of the building, while acknowledging the city's efforts to create a vibrant retail zone around the Ballpark Area with an enhanced streetscape experience.

Retail tenants are required to observe the following guidelines:

1. Retail signage shall be comprised of materials that complement the materials and design of the base residential and hotel building.
2. To the extent possible, retail signage shall be comprised of colors that complement the materials and design of the base residential and hotel building. Signage will be permitted under the D.C. Construction Code and per the retail tenant's standard logo with wide allowance.
3. Signage illumination is encouraged by owner so long as building design integrity is maintained. Illumination acceptable per owner approval.
4. Retail signage shall be located primarily within designated signage areas shown in the plans approved by Zoning Commission Order No. 12-05.
5. Retail signage must be constructed in accordance with a building permit approved by the District of Columbia Department of Consumer and Regulatory Affairs ("DCRA").
6. Retail entrances shall be generally located as permitted by owner.
7. Retail tenants shall not be permitted to extend the building footprint.
8. Retail tenants shall not be permitted to reduce the quality of the materials proposed to be used on the exterior of the ground floor of the project.
9. Retail tenants are encouraged to maintain maximum amounts of unobstructed glass area on all retail facades to promote retail visibility and connectivity to the streetscape.
10. Retail tenant will not reduce or eliminate the size of any windows or doors unless otherwise approved by owner.
11. **Retail tenants will be encouraged to create individualized designs for the customizable portions of the building facades, when possible.**

Office Component Retail Tenant Design Guidelines

Retail tenants of the office component ground floor will be required to submit their signage packages to the owner. The owner shall regulate the external design and appearance of the retail tenants on the office component in a manner so as to preserve and maintain the design integrity of the building, while acknowledging the city's efforts to create a vibrant retail zone around the Ballpark Area with an enhanced streetscape experience.

Retail tenants are required to observe the following guidelines:

1. Retail signage shall be comprised of materials that complement the materials and design of the base office building.
2. To the extent possible, retail signage shall be comprised of colors that complement the materials and design of the base office building. Signage will be permitted under the D.C. Construction Code and per the retail tenant's standard logo with wide allowance.
3. Signage illumination is encouraged by owner so long as building design integrity is maintained. Illumination acceptable per owner approval.
4. Retail signage shall be located primarily within designated signage areas shown in the plans approved by Zoning Commission Order No. 12-05.
5. Retail signage must be constructed in accordance with a building permit approved by the District of Columbia Department of Consumer and Regulatory Affairs ("DCRA").
6. Retail entrances shall be in locations previously approved by the Zoning Commission, unless otherwise approved by Zoning Commission Order No. 12-05 and permitted by owner.
7. Retail tenants shall not be permitted to modify the building footprint, or reduce the quality of the materials proposed to be used on the exterior of the ground floor of the project.
8. Retail tenants are encouraged to maintain maximum amounts of unobstructed glass area on all retail facades to promote retail visibility and connectivity to the streetscape.
9. Retail tenant will not reduce or eliminate the size of any windows or doors unless otherwise approved by owner.
10. **Retail tenants will be encouraged to create individualized designs for the customizable portions of the building facades, when possible.**